

**Efremov A. WHY UKRAINE COULD NOT BUILD A JUST DEMOCRATIC SOCIETY DURING THE YEARS OF INDEPENDENCE.** //Economy and Management.–2014.–№2.–P.8.

The work considers the base of a democratic society, the extended analysis of the concepts «collegiality», «unitarianism», «federalism» and «confederalism» and their interrelationship and interdependence in the «state» system. It is proved that the main trouble of Ukraine, which led it to the brink of disaster, is a unitary form of its government, which does not produce a society of justice. It is proved that the best form of government is a federation in the U.S.A.

**Gavkalova N. L., Nisfoyan S. S. PECULIARITIES OF COST MANAGING OF STAFF MAINTAINING AND DEVELOPMENT.** //Economy and Management.–2014.–№2.–P.16.

Analysis of the principles of cost management. Generalized approaches to defining the functions of costs management. Author determined features of effective management of personnel costs, which will increase the loyalty of staff, retain the best employees, development of strategic competencies, improvement of the risk-free up funds structure for staff development.

**Prokhorova V.V., Grishna K.O. USE OF METHODS OF CONTROLLING IN ENTERPRISE MANAGEMENT.** //Economy and Management.–2014.–№2.–P.24.

In the article the analysis of existing methods of controlling, the results of which determined the correlation methods of operative and strategic controlling at the enterprise, as well as the importance of organizational, methodological and informational support.

**Blagevich O., Uskov I. ANALYSIS OF REALIZATION OF FISCAL POLICY AT LEVEL AR CRIMEA.** //Economy and Management.–2014.–№2.–P.27.

In the article the analysis of realization of fiscal policy is carried out at the level of summary budget ARE Crimea. Measures are offered on optimization of fiscal policy at local level in the conditions of fiscal decentralization.

**Prokhorova O.V., Dyshlovoy I.N. ZONING AS THE PRIMARY METHOD OF EFFECTIVE PLACEMENT OF PRODUCTION FORCES OF THE HEALTH RESORT AND TOURIST COMPLEX.** //Economy and Management.–2014.–№2.–P.34.

Theoretical approaches zoning of recreational and tourist complexes, proposed by economists. Basic factors influencing on the current state of recreational and tourist complexes, which are classified as historical features of the formation of the recreation complex political factors and peculiarities of national planning. Offers a methodological tool to further the effective zoning using: index localization, index of specialization, the similarity factor sectoral structure index-average efficiency of industrial production of the region districts.

**Kozlova L.V. GLOBALIZATION STRATEGIC GUIDELINES FOR SOCIAL DEVELOPMENT AT THE LOCAL LEVEL.** //Economy and Management.–2014.–№2.–P.40.

the article considers The system of the city as a separate comprehensive mechanism of interaction of social, economic and environmental factors. Defined components of the social development of the city, as well as outlining priorities and complex tasks which will form the guidelines of sustainable development.

**Gaponenko O. E., Parfentenko I. A. THEORETICAL BASE OF ORGANIZATION OF MERCHANDAYZING: ESSENCE, METHODS, GOVERNED.** //Economy and Management.–2014.–№2.–P.46.

A concept and category vehiclevehicle is improved on issue of research of organization of merchandayzinga of point-of-sale point by establishment of logical intercommunication between base concepts «merchandayzing», «point-of-sale point», which, unlike existing, is based on intercommunication of functional and essence features of separate concepts and enables to perfect theoretical and methodical basis of research. certain and grounded necessity of the use of methods (method of impulsive by a sale, ABC-method, method constrained between itself purchases and cross trade, method of visual merchandayzinga) and rules of merchandayzinga.

**Korolenko Y. BASIC GOING NEAR DETERMINATION OF COMPETITION STRATEGY OF ENTERPRISE.** //Economy and Management.–2014.–№2.–P.52.

In the article, going is examined near determination of competition strategy of enterprise. The basic types of strategies are certain Undertaken a study is basis of determination of own position to formulation of

concept «Competition strategy of enterprise».

**Prokhorov V. CHANGE MANAGEMENT AT AVIATION ENTERPRISE: ORGANIZATIONAL AND ECONOMIC ASPECTS.** //Economy and Management.–2014.–№2.–P.56.

It was found that manage changes in aviation enterprise in terms of organizational and economic aspects should not be when the crisis is already evident, and hold them permanently to time could predict and avoid potential crisis. However, usually the impetus for change is a crisis on the airline. It was determined that organizational and economic changes in the company include significant restructuring of the company that affect its mission and organizational culture. Corresponding changes are also in technology and composition of resources. There are significant problems with the implementation of the strategy. Radical changes in the company associated with profound structural changes in the organization. They occur when the organization does not change the industry, but it carried the division or merger with another similar organization. The conclusion, overcoming resistance to change has to begin its manifestations, as effective program changes based on proper organizational and economic approaches to change management involves minimal possibility of resistance only by employees of the company. To implement the change management in the enterprise in terms of organizational and economic aspects need to: create a sense of need for change, recognizing and discussing the causes of the current situation; implement the necessary changes to get rid of obstacles for them, if necessary, modify the organizational structure and culture of the organization.

**Ryvkina O.L. IMPROVEMENT OF METHODOLOGICAL APPROACH TO ADJUSTMENT OF AN ENTERPRISE'S STRATEGY CONSIDERING SIGNS OF INSTABILITY OF ENVIRONMENT OF ITS IMPLEMENTATION.** //Economy and Management.–2014.–№2.–P. 61.

In the article the author developed an approach to improvement of methodological basis of the adjustment process of enterprise's strategy at the stage of its implementation in highly unstable environment based on an integrated accounting signs of this instability.

**Ys U., Mikhnyuk A. FORMATION OF THE MECHANISM OF MANAGEMENT OF ENTERPRISE COMPETITIVENESS.** //Economy and Management.–2014.–№2.–P.65.

In article the essence of the concept «mechanism of management of competitiveness of the enterprise» is considered, features of its formation in modern market conditions are presented. The main components of the mechanism of management are defined by competitiveness: object and subject. Stages of achievement of the put level of competitiveness of the enterprise are considered. The mechanism of management is offered by competitiveness which provide effective functioning of the enterprise.

**Us J. FORMATION OF FINANCIAL ANTI-CRISIS MANAGEMENT IN ENTERPRISES BASED APPROACH REDEVELOPMENT.** //Economy and Management.–2014.–№2.–P.68.

Anti-crisis financial management acquires relevance in contemporary transformations of the economy. The article reveals the essence of interpretation of the concept crisis financial management and renovanii economy. Approaches various authors to the definition of the crisis and its key feature0s. Compiled and reasonably algorithm implementation of anti-crisis financial management approach based on Redevelopment. The necessity of paying attention to crisis management in the enterprise in carrying out reforms in the country's economy on the results of studies determined that given the cyclical dynamics of economic development, no one company can not avoid the crisis in its activities. Highlighted the principles of financial management of crisis. Also proves impossible to prevent a crisis in the company arising out of finding causes of the crisis beyond leadership. The stages of the financial stabilization of the company during the crisis. In an unstable sharply raises the economics of the problem of providing an effective response to the crisis of internal or external environment of the enterprise by creating an effective crisis management system.

**Chumak L.F., Shramko K.V. MODERN APPROACHES TO THE EVALUATION OF THE PRODUCTION POTENTIAL OF THE ENTERPRISE.** //Economy and Management.–2014.–№2.–P.73.

The paper studies the structure of the potential of the company, defined the role of production component, the features of interpretations in the economic literature, the concept of «productive capacity», as well as approaches to assessing the production potential.

**Andreeva E. L. KONTSEPTUAL BASES OF FORMING OF ORGANIZATIONAL-ADMINISTRATIVE POTENTIAL OF COMPETITIVENESS ENTERPRISES OF ENGINEER.** // Economy and Management. – 2014. – №2. – P.79.

Conceptual bases of organizational-administrative potential of competitiveness enterprises are formed engineers, which are based on positions of modern paradigm of competitive edges and taking into account laws and principles of synergetics, which will be instrumental in forming of logic and scientific validity of approaches in relation to acceptance of effective administrative decisions in the conditions of vagueness and changeability of external and internal environment. The necessity of creation of the high-quality scientific-methodical providing which includes theoretical and methodical, organizational-methodical and informative and analytical blocks is marked, with the purpose of construction of conception and effective mechanism, as base elements of process of forming of organizational-administrative potential of competitiveness enterprise.

**Berezhnoy A. CLUSTERING PORTS IN THE CRIMEA AS A TOOL TO ENHANCE COMPETITIVENESS.** // Economy and Management. – 2014. – №2. – P.84.

The international experience of clustering of the region seaports is considered as the most progressive forms of cooperation of all participants in the supply chain in order to improve their competitiveness and efficiency of the business. Based on the studying of an international experience of the development of marine ports, the scheme of a port industrial cluster in the region, including the implementation of organizational activities aimed at assessing market segment according to the specialization of the port, the development of industrial cluster's port, forms of interaction between the cluster members and mechanisms of State support.

**Kobets S.P. ESTIMATION OF COMPETITION STABILITY OF MACHINE-BUILDING ENTERPRISES.** // Economy and Management. – 2014. – №2. – P.90.

*In the article the results of approbation of method of estimation of competition stability of machine-building enterprises are reflected. By the offered method the level of competition stability of 10 domestic machine-building enterprises is appraised and possible administrative solutions, directed on the increase of this level, are offered.*

**Kolesnichenko A. S. THE SIMULATION OF THE RELATIONS BETWEEN THE SUBJECTS OF THE ELECTRICITY MARKET: THEORETICAL ASPECTS.** // Economy and Management. – 2014. – №2. – P.94.

Theoretical bases of simulation with the definition of its stages which were the basis for the formation stages of simulation relations between subjects of electricity market. The stages which were defined by the simulation theory were supplemented, in accordance with modern requirements and the state of development of information and computer systems in order to assess its use in the context of relations between subjects of the energy market. The importance of using models and simulation systems forming relations between subjects of the electricity market which will help build a process of state regulation were justified by, based on user's perception of changes in the domestic and external environment. The features of the decision making process by the state to implement a set of measures governing the relationship of subjects of the electricity market using modeling techniques which should ensure the efficiency of the electricity market and satisfy the interests of the participants with the position of the state and as a result will create a well-oiled mechanism of state regulation.

**Tetiana S. Obydiennova. TACTICAL AND STRATEGIC DIRECTIONS OF STRUCTURAL TRANSFORMATION OF MACHINE-BUILDING ENTERPRISES ON THE BASIS OF THE RESOURCE-FUNCTIONAL APPROACH.** // Economy and Management. – 2014. – №2. – P.100.

The article analyzes the scientific works of domestic and foreign researchers on the issues of tactical and strategic aims of development of the enterprise. The author grouped separately tactical and strategic directions of structural transformation of machine-building enterprises on the basis of the resource-functional approach. Proposed a schematic display of regard, tactical and strategic aims of structural transformation of machine-building enterprises on the basis of the resource-functional approach.

**Lyakh I.A. COMPREHENSIVE APPROACH TO ANALYSIS AND MEASUREMENT OF FINANCIAL-ECONOMIC ACTIVITY OF ENTERPRISE ENGINEERING.** // Economy and Management. – 2014. – №2. – P.106.

It was shown the value of analysis and assessment of financial and economic activity of the enterprise is

that its results to businesses in transition economies it is possible to implement better financial management for ensuring stable and sustained development of the company, to respond quickly to changes its market environment, observe the factors that affect the solvency and financial balance, identify measures for improving the efficiency of financial and economic activity. It is concluded that the implementation of effective financial and economic activity in the mechanical engineering can increase production, trade, marketing the company. Thus, strategic financial stability and economic growth of the firm should be directed to increase the value and based on the following factors: increasing the profitability of sales that can be achieved with the use of pricing policies, using the effect of operating leverage; increasing the share of net income, which is aimed at the development of production; increasing asset turnover, which can be achieved by reducing *pozanormatyvnyh* assets by type (inventory, stocks of finished goods, fixed assets).

***Protsenko V. N.* PRACTICAL APPROACH ON THE ANALYSIS OF INNOVATIVELY DIRECTED INVESTMENT OF MACHINEBUILDING ENTERPRISES.** //Economy and Management.–2014.–№2.–P.111.

The algorithm of practical approach to the analysis innovative the directed investment of machinebuilding enterprises by potential partners taking into account risks and structure of the organization of works on risk analysis of machinebuilding enterprises is developed.

***Shynkarchuk S.* SYSTEM APPROACH TO THE EVALUATION OF TRANSFORMATION IN THE SOCIO-ECOLOGICAL-ECONOMIC SYSTEM IN TECHNOGENESIS.** //Economy and Management.–2014.–№2.–P.115.

In the article, going is considered near the estimation of transformations, what be going on in the difficult system of mutual relations of society, natural environment and economy, and also author approach of estimation of level of development of the socio-ekologo-ekonomik system is offered in the conditions of technogenesis